

# ***Freshness From North Carolina Waters***

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Seafood Marketing

William Small, Marketing Specialist

**NC Department of Agriculture & Consumer Services**

**Steve Troxler, Commissioner**



## *“Freshness From NC Waters”* Program

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- To **Promote Wild and Farm-Raised** North Carolina Seafood to Buyers and Consumers
- To **Educate** Buyers and Consumers of the **Diversity, Availability, and Quality** of North Carolina’s Seafood Products



# *“Freshness From NC Waters”*

## State Marketing Program

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- Generic **Seafood/Aquaculture** Marketing Program
- FFNCW Label May Only Be Applied on North Carolina Produced, Harvested or Processed Products
- Imported Products Are Not Eligible

# Seafood Consumption Trends

*“Local is Better!”*

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The North Carolina Seafood  
Program’s “Seal of Quality”





# Opportunities in the Marketplace

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- Consumers are recognizing the benefits of eating seafood
- USDA food guidelines supports eating seafood twice a week



# Seafood Consumption

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- The nation imports about 84 percent of its seafood, a steadily increasing proportion.
- Imports accounted for only 63 percent of U.S. seafood just a decade ago.



## Country of Origin & Traceability

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- Security and Health issues?
- Where does it come from?
- What was it fed?
- When was it harvested?
- How did it live?

# Seafood Consumption Trends & Opportunities

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# Opportunities

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- Restaurants can get a higher margin if they make the food special
- Organic/Local is a selling point for white tablecloth restaurants



# State and

## Local Programs



## Outer Banks Catch

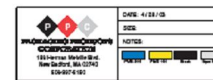


# State Program Features:

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- Work with Marketing Specialist to Discuss Your Company's Strategies
- Retail Specialist
- Institutional Specialist
- International Specialist
- Engineering Specialist

# Assistance with Logo Design



# Retail Cooperative Advertising Opportunities





# *“Freshness From NC Waters”*

## Point of Sale

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# Promotional Materials

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- Posters
- Buttons
- Aprons
- Static Clings
- Table Tents



# Advertising Campaign

## Go Wild With North Carolina Shrimp.

Harvested from cool Mid-Atlantic waters, *North Carolina Shrimp* are a tasty addition to any menu. Our wild shrimp cook up rich and tender with a quality we know you'll agree is second to none. If you are looking for American-harvested shrimp, North Carolina is your seafood source. Call or visit our website at [www.nc-seafood.org](http://www.nc-seafood.org) for a free directory and listing of ocean, farm-raised and shellfish available in North Carolina. So go wild with *North Carolina Shrimp*. It's what we're famous for.

North Carolina Department  
of Agriculture and Consumer Services  
P.O. Box 2066, Elizabeth City, North Carolina 27909  
252/331-4773 Phone 252/331-4775 Fax



## Blue Crab Bonanza

**H**arvested locally, North Carolina's pristine waterways are a rich source for fresh seafood.

**V**isit our website at [www.nc-seafood.org](http://www.nc-seafood.org) for a free directory and listing of Blue Crabs and other fine seafoods available in North Carolina.



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# Trade Publications

AS  
SEEN IN

# SeaFood

BUSINESS



**North  
Carolina  
Seafood.  
At A Grill  
Near You.**

From our miles of coastline to deep mountain streams, North Carolina is a national leader in seafood production. Chances are you have tasted our sensational scallops, trout, bass or catfish. In fact, North Carolina harvests over 70 species of ocean, farm-raised and shellfish varieties. Call or visit our website at [www.nc-seafood.org](http://www.nc-seafood.org) for a free supplier directory.

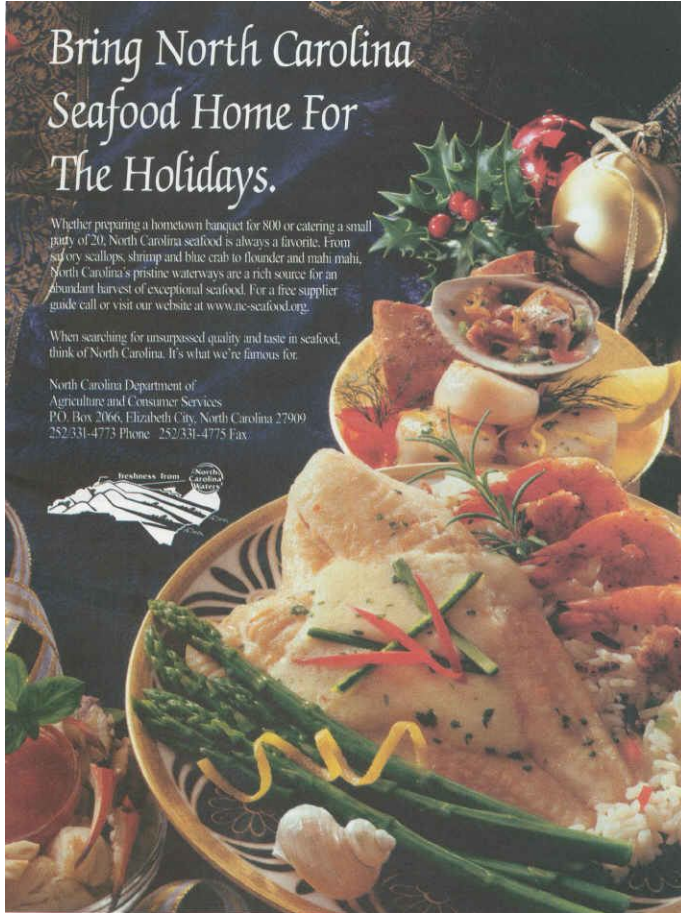
No matter how you cook it, when searching for superior taste and value in seafood, think of North Carolina. It's what we're famous for.

## Bring North Carolina Seafood Home For The Holidays.

Whether preparing a hometown banquet for 800 or catering a small party of 20, North Carolina seafood is always a favorite. From scallops, shrimp and blue crab to flounder and mahi mahi, North Carolina's pristine waterways are a rich source for an abundant harvest of exceptional seafood. For a free supplier guide call or visit our website at [www.nc-seafood.org](http://www.nc-seafood.org).

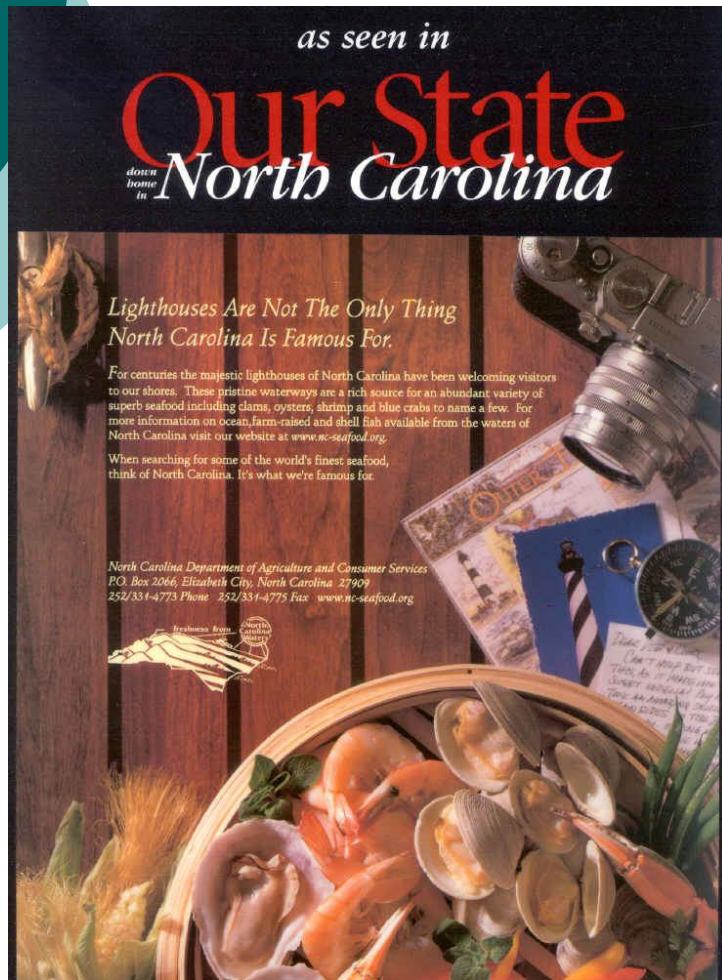
When searching for unsurpassed quality and taste in seafood, think of North Carolina. It's what we're famous for.

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Freshness from  
North  
Carolina  
Seafood

# Consumer Advertising





# Billboards

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US Hwy 64 East



US Hwy 158 East

# Regional Marketing Campaign



## MARKETING

### Southern states join forces to promote domestic shrimp

Marketing experts explore ways to boost consumer awareness and shrimp prices

State marketing specialists from Louisiana to North Carolina are in the early stages of developing a regional campaign designed to distinguish domestic, wild-caught shrimp from imported, farmed shrimp in the marketplace.

Meeting for the first time on Aug. 6 in New Orleans, the marketing experts discussed ways to increase consumers' awareness of domestic shrimp along with the product's value. They also talked about creating a slogan and logo to support a regional marketing effort.

The goal is to implement in one to two years a quality-assurance program for domestic shrimp certifying the product is harvested, processed, distributed and sold under a

third-party inspection process, says Ewell Smith, executive director of the Louisiana Seafood Promotion and Marketing Board.

"The bottom line is, whatever programs we pursue, we need to get prices of [domestic] shrimp up," says Smith. Shrimpers "are going out of business every day," he adds.

Each state will promote its shrimp products while pooling its marketing resources and expertise toward a regional effort, since funding is limited and each state is trying to deliver the same message to consumers, says Joanne McNeely, chief of the Florida Bureau of Seafood and Aquaculture Marketing.

Earlier this year, Florida promoted its shrimp using its "Fresh from Florida" logo at many of the state's supermarket chains, including

Kroger, Winn-Dixie, Publix and Kash N' Karry. The bureau helped defray the cost of the retail ads and paid for in-store sampling. When on ad, weekly sales of pink shrimp increased by an average of up to 2,600 percent.

Also participating in the marketing discussion is William Small, seafood marketing specialist for the North Carolina Department of Agriculture and Consumer Services. He's spearheading a \$600,000, three-year marketing campaign for North Carolina shrimp featuring print and electronic advertising and point-of-purchase materials at retail.

The regional campaign is not associated with the Southern Shrimp Alliance and its Aug. 8 decision to pursue an antidumping petition against shrimp imports from several countries (see Newsline, p. 1). —S.H.

# Trade Show Opportunities

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- International Boston Seafood Show
- Number One Seafood Trade Show in U.S.
- North Carolina Seafood Pavilion
- Discounted Participation Rates for North Carolina Companies



# Boston Seafood Show





# Seafood Buyer Tours

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- Retail and Food Service Buyers Invited to Attend Sponsored Tours of Seafood Processing Facilities
- Buyers Have Opportunity to Learn About Variety and Availability of North Carolina Seafood

# Seafood Buyer Tours

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# Seafood Buyer Tours

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# NC Fisheries Association Exhibit





# Advertising Opportunities

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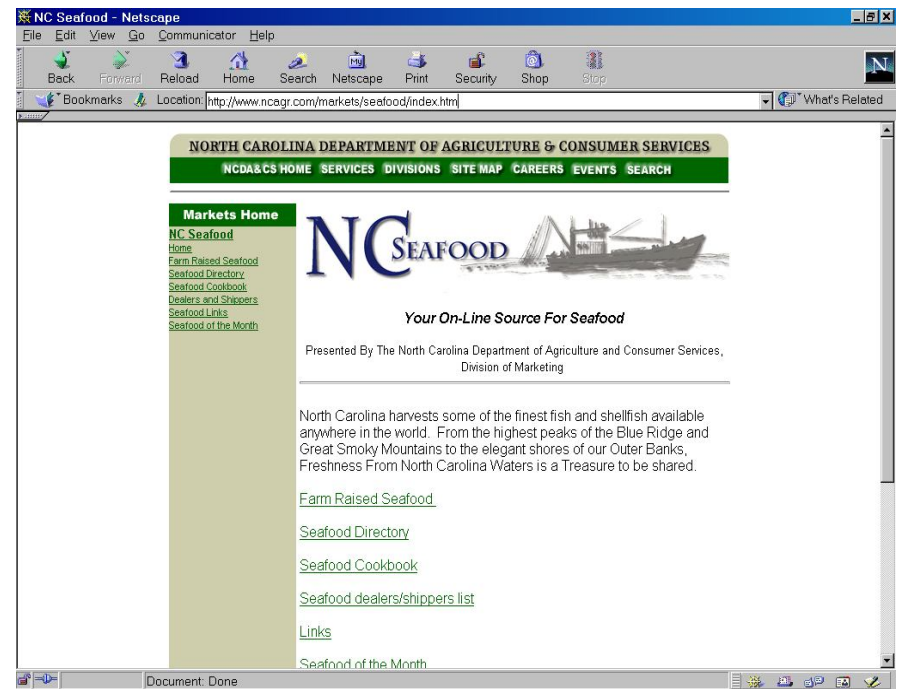


# *“Freshness From NC Waters”*

## State Program Web Page

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- Seafood Directory
- Seafood Cookbook
- Seafood Dealers
- Links



**www.nc-seafood.org**